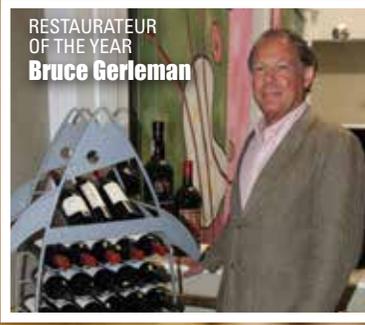


Food & Beverage Iowa Business

Quarterly

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INDUSTRY



RESTAURATEUR
OF THE YEAR
Bruce Gerleman



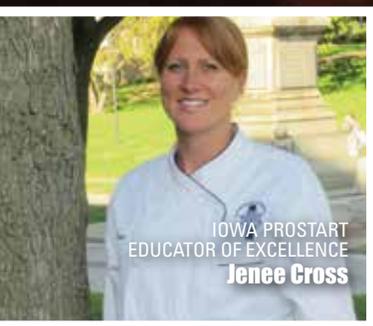
CHEF OF THE YEAR
John Andres



EMPLOYEE OF THE YEAR
Kyle Foote



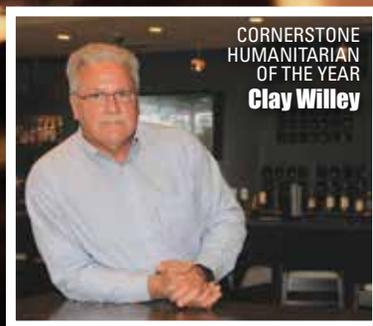
PURVEYOR PARTNER
OF THE YEAR
Mike Volrath



IOWA PROSTART
EDUCATOR OF EXCELLENCE
Jenee Cross



LEGISLATOR OF
THE YEAR
Rick Bertrand



CORNERSTONE
HUMANITARIAN
OF THE YEAR
Clay Willey



CHAMPION
Windy Kalmes

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a note from the editor



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Celebrate Iowa Restaurant Industry Month!

By: Jessica Dunker, President, CEO
Iowa Restaurant Association

Each year Iowa's hospitality industry sets aside time to celebrate our impact on the communities in which we operate, the patrons we serve, and the state in which we conduct business.

Governor's Proclamation

Governor Branstad declared September Iowa Restaurant Industry Month. In his proclamation he cited the fact our industry is the state's second largest private sector employer, providing career and work opportunities for nearly 147,000 people and generating \$3.3 billion in sales annually.

Dine Iowa Dine Out

One of several ways we engage patrons in the celebration of our industry is our Dine Iowa Dine Out competition. People from across the state vie for a new iPad by submitting photos of themselves enjoying great meals and beverages in Iowa's best restaurants and bars. Check out their submissions on the Dine Iowa Facebook page.

Industry Awards

This is also the month the Iowa Restaurant Association recognizes our industry's top professionals with our annual Operator, Chef, Employee, and Purveyor Partner of the Year honors, as well as our philanthropy and other industry awards. You can read more about this year's recipients in this issue. They will also be recognized at an awards ceremony.

Dine Iowa Grand Tasting Gala

The culmination of our month of celebration is the Dine Iowa Grand Tasting Gala. On September 23rd we will bring together award winning chefs and mixologists from across Iowa to participate in the Association's state culinary and mixology competitions. Patrons and industry professionals will get the chance to cast votes for People's Choice honors, enjoy live music and sample some of Iowa's best cuisine and beverages.

What better way to celebrate the hospitality industry than a statewide party? But if you can't join us, be sure to raise a glass this month at one of Iowa's nearly 6,000 restaurants and bars.



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From Historic Renovations to Seafood and BBQ, Bruce Gerleman Delivers Success

BRUCE GERLEMAN DIDN'T SET OUT TO BE in the restaurant business. A real estate developer with both a love and affinity for historic renovations, Gerleman has overseen the restoration of several notable historic buildings in Des Moines including the Hawkeye Insurance Building, The Saddlery Building, the Rock Island Depot, the International Trade Center of Iowa and the Homestead Building, which also happens to be the home to his enormously successful fine dining restaurant, Splash Seafood Bar and Grill.

An avid ocean fisherman, Gerleman opened Splash in 1998, convinced the community was ready for a fine dining establishment offering jet fresh seafood inspired by the island cuisine of Key West and Key Largo. Gerleman also offers an "inspired" wine list—earning Splash *Wine Spectator's* Award of Excellence honors 12 consecutive years and the DIRONA Award 4 consecutive years.

A trip to Austin, Texas convinced Gerleman that Des Moines was in need of another new concept—upscale barbeque. In 2008, he debuted the first of what will soon be four locations of the Jethro's BBQ concept.

Jethro's BBQ is named for a hillbilly character who "left Beverly Hills with his dog Jake in search of good fishing and hunting." The story of Jethro and Jake has turned to gold for Gerleman who opened Jethro's BBQ in the Drake area in 2008. He has since opened "twists" on the Jethro's theme throughout greater Des Moines including Jethro's BBQ 'n Jake's Smokehouse Steaks in Altoona, Jethro's BBQ 'n Jambalaya in Waukee and the soon to open Jethro's LakeHouse in Ankeny. Jethro's smokes its own meats and offers side dishes inspired by the fine dining offerings of Splash.

A savvy entrepreneur, Gerleman has garnered the attention of the national media with Jethro's being featured on *Man vs. Food*, as an ESPN National Fanwich Runner-up, as the Travel Channel's Manliest Restaurant in the Midwest, and was selected as the favorite BBQ of *Better Homes & Gardens* Magazine. He is always eyeing future opportunities. His secrets to success?

"Don't rush in. Study the demographics. Develop where there is little or no competition. Surround yourself with really smart people. Provide your staff with opportunities to grow and prosper, pay attention to the little details and of course make sure the food is great," concludes Gerleman.

Gerleman's commitment to do just that made him an excellent choice for the Iowa Restaurant Association's 2012 Restaurateur of the Year.

John Andres Lives Out His Passion for Food and Mentoring

IOWA RESTAURANT ASSOCIATION Chef of the Year

John Andres is quick to credit his success to great mentors. Perhaps that is why he is so dedicated to working with students himself.

Andres, executive chef at BOS Restaurant and beverage and food director for the Renaissance Des Moines Savery Hotel, started in the industry at age 16 as a dishwasher. He loved working in hospitality but after high school pursued a different passion—music. An accomplished violinist, he majored in music performance and business at Drake.

Even so, he didn't stray far from the hospitality industry. As a college student, Andres worked at Wakonda Country Club with Chefs George Migliero and Mark Greenwood. The two helped him see the tremendous career potential of the industry and encouraged him to consider it as a profession.

Andres eventually enrolled in the Culinary Institute of America in Hyde Park, New York. After graduating, he worked in several restaurants, but was able to return to the Wakonda Club to again work with his mentors.

Attracted to the variety and flexibility afforded in hotels, the award winning chef moved to the Savery in 2008 and opened BOS shortly thereafter. Most recently, he also took the lead renovating and rebranding the hotel's bar. He suggested the name Coda Lounge—a musical term.

Andres thanks his many mentors by mentoring himself. He works with the culinary students from Des Moines Central Campus on a regular basis. Additionally, two weekends per year he allows the students to work side-by-side with the BOS team for a fundraising dinner that benefits the ProStart and other student culinary programs.

John's unique ability to both delight the palates of patrons and teach others to do the same makes him a fitting recipient of this year's Chef of the Year honor.



Kyle Foote | 2012 Iowa Restaurant Association Employee of the Year

Bringing Charm and Commitment to Service

SERVER KYLE FOOTE OF THE IowaStater Restaurant in the Gateway Hotel & Conference Center, Ames may well be the poster child for great service. In the past three years, Kyle has been mentioned by name on more than 500 positive comment cards. His award-winning approach? "Be serious about serving your customers, but don't take yourself too seriously," says Foote with a grin. "We are after all in the business of making people happy."

His easygoing attitude may make customers and team members feel comfortable, but don't mistake his love of fun for a lack of focus. Foote recently graduated from Iowa State University with a degree in illustration but has opted for a career in hospitality. He was recently promoted to supervisor and sees tremendous potential for future growth. "This is where I belong," says Kyle, who one day hopes to open a restaurant of his own. "Being part of, and helping create, special occasions for people day-in and day-out."



Mike Volrath | 2012 Iowa Restaurant Association Purveyor Partner of the Year

Putting People First

SINCE THE TIME HE STARTED plumbing with his dad at age 10, building relationships has come naturally to Mike Volrath—a rare quality in any profession. That ability served Volrath well years later when he started a factory rep business with his son Justin. And it is what has made Mike successful at Heartland Payment Systems. Mike is the division manager for the Iowa/Nebraska region overseeing 20+ sales team members including his son Justin.

"Heartland has created a culture that feels very much like a family business," says Volrath. "They've made it possible for me to take great care of my customers, partners and employees."

Mike has methodically built a partnership with the Iowa Restaurant Association and its members that is the envy of other states. He helps the Association with membership and chairs the annual golf outing, but more than that, Mike and his team consult with hundreds of restaurant owners every year to assist with their credit card processing, payroll services, and loyalty programs. "At the end of the day, people buy from people," says Mike. "That's why I have to be fully confident that the solutions I offer will make a positive impact on my customers' businesses. Ultimately, I know Heartland's reputation is my own."

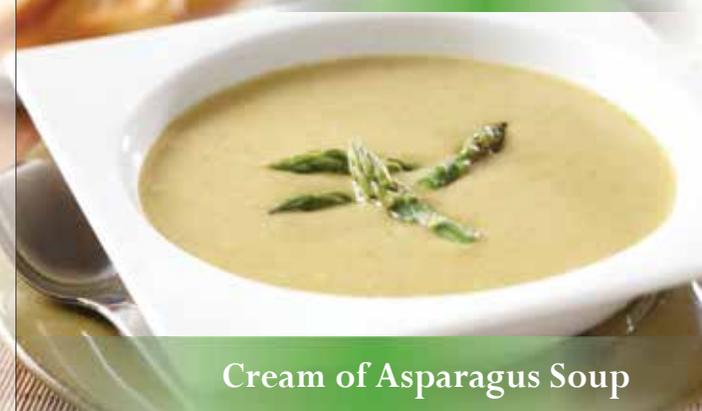
That commitment to put people first is what led the IRA to name Mike Volrath its 2012 Purveyor Partner of the Year.



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Mentor, Employer, and Advocate Describe Iowa's Cornerstone Humanitarian of the Year

SINCE HE STARTED WASHING DISHES in a local truck stop kitchen as a teen, Clay Willey, Food and Beverage Director for Prairie Meadows, has worked in nearly every type of hospitality environment. He eventually became part owner of the same Union 76 Auto Truck Stop in which he started and then of his own Clay's Restaurant.

Today Clay is still involved in a "little bit of everything" as he leads more than 300 employees, speaking 30+ languages, in what he dubs a "popcorn to prime rib" multimillion dollar food and beverage operation at Prairie Meadows.

Over the years Clay has hired, trained, and mentored hundreds of people in the hospitality business. A grandfather himself, he takes great pleasure in hiring the children and grandchildren of his former (and sometimes current) employees. There are many Iowa families that can point to three generations that credit Clay with teaching them the business.

That commitment to "grow people" and mentor is what led to Clay's selection of the Iowa Cornerstone Humanitarian

Award. He has served multiple terms with the Iowa Restaurant Association's Educational Foundation Board and was recently appointed to the Iowa Culinary Institute's Advisory Board. He takes every opportunity to speak at schools, host tours of students at Prairie Meadows, and employ and mentor students from across the Des Moines area.

Clay's commitment to fostering up and coming talent is equaled only by his commitment to help people who might not be able to find other work opportunities be successful. "If you show up and are ready to work every day, I can teach you how to be successful in a position," says Clay, who has mentored hundreds of food and beverage employees during his career.

That commitment to help others achieve their full potential—whatever it might be—makes him an apt recipient of the 2012 Iowa Cornerstone Humanitarian of the Year award.

Promoting Pro-Hospitality and a Pro-Business Agenda

BY ALL ACCOUNTS IOWA LEGISLATOR RICK BERTRAND has been successful in the hospitality industry. His Irish-themed McCarthy & Bailey's Irish Pub was the anchor business for the redevelopment of a section of downtown Sioux City. A second company, JAR Imports, introduced and now distributes Argentinian wines throughout the state.

Representing District 1, the Sioux City Republican Senator consistently promotes a pro-business agenda. He was endorsed by the Iowa Association of Business and Industry and is also the 2012 winner of the Iowa Restaurant Association's Legislator of the Year Award. Bertrand was a true advocate for the industry in the state legislature this past session on many issues, but in particular in helping pass infusion legislation.

After it was dropped behind closed doors by the Iowa House, Bertrand was able to re-add proposed infusion language in the final Standings Bill. It was passed at the end of session, becoming law July 1, 2012.



Helping Shape Future Industry Talent

PROSTART IS A TWO-YEAR HIGH SCHOOL PROGRAM which teaches both culinary and restaurant management skills in a traditional classroom setting as well as mentored work experiences. Davenport Central High School was one of the Iowa Restaurant Association's Educational Foundation's flagship ProStart schools.

Teacher Jenee Cross began teaching the high school's ProStart classes three years ago and has helped establish the program as one of Iowa's strongest. Each semester Cross works with 20 ProStart students, most of whom graduate and pursue restaurant industry careers or continue their culinary and/or restaurant management educations at a post-secondary level. Her ProStart student teams have a strong history of winning at the Iowa ProStart Competition where they compete in both the culinary and management competitions to represent Iowa at the National ProStart Event.

To help fund their competition program, Cross and her students partner with local chefs to hold a tasting event called "Taste of ProStart." Last year's event raised \$6,000 for the program.



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Iowa Restaurant Association Champion Windy Kalmes

IOWA'S LONGEST continuously running hospitality establishment—Kalmes' Restaurant—is also home to one of the Iowa restaurant industry's greatest champions—Windy Kalmes.

In 1850 Kalmes' grandfather Peter opened a tiny tavern in St. Donatus and the family has been serving great food and drinks ever since.

Windy and wife Helen have owned the restaurant since 1956 and can be found running it side-by-side 7 days per week. They work alongside sons Jim, John, and Brian, and daughter Jodi. A fifth generation is now engaged in the business as many Kalmes grandchildren are part of the restaurant.

That commitment to their family, one another, hospitality, and the restaurant industry itself is both award-winning and inspiring. The walls of the restaurant are nearly out of space—filled with honors and awards. Kalmes Restaurant has been selected the Dubuque area's best place for prime rib year and after year. Additional honors include everything from "best caterer" to "greatest burger" honors from the Thomas Gifford Golden Burger Award.

But it is a different set of recognitions that make Kalmes a champion in the eyes of the restaurant industry. Windy and

Helen were named "Iowa restaurateurs of the year" in 2001 as well as 2005 Iowa Restaurant Neighbor Award winners. They received their philanthropy honor for their work in helping preserve the Luxembourg heritage of St. Donatus. They helped rescue and refurbish a historic building and turn it into a small Luxembourg-style bed and breakfast called Gehlen Inn, named for the original owner. To ensure the authenticity of the building, they brought a team from Luxembourg to the tiny Iowa community to work on the exterior of the building.

Windy is equally dedicated to helping build community among Iowa's restaurant community. He has consistently worked with the Association to recruit more than 100 restaurants and bars to join the Association over the past 20 years. He also holds an annual fish fry which raises thousands of dollars for the Iowa Restaurant Association's Political Action Committee (PAC).

"Windy is always first to pitch in, first to promote and first to encourage," concluded Jessica Dunker, president and CEO of the Iowa Restaurant Association, of Windy. "He has been a true champion for our industry for half a century and more than deserving of the Association's 2012 Champion Award."

Restaurant Neighbor Award Winners Exemplify Hospitality Industry's Commitment to Their Communities

Iowa Governor Terry Branstad has proclaimed September Iowa Restaurant Industry Month. He made the proclamation in recognition of the industry's positive impact in the state from both an economic and philanthropic standpoint. Today 90 percent of Iowa's restaurants and bars participate in charitable programs in their communities. The 2012 Iowa Restaurant Neighbor Award Winners exemplify the industry's commitment to "giving back." The three represented Iowa in the National Restaurant Neighbor Awards Program in Washington D.C.

Small Business Winner

Devotay, Iowa City
Owner Kurt Friese



Devotay's "Benefit Sunday" program donates 15 to 35 percent of each Sunday evening's sales to a different local charity every week. The higher the sales, the higher the percentage they give. In the two years since starting the program Devotay has given more than \$20,000 to local non-profits including Shelter House, the Domestic Violence Intervention Program, and Table to Table Food Rescue.



Mid-Sized Business Winner

Happy Joe's, Clinton
Owner Jim McGraw



For more than 30 year's Happy Joe's in Clinton's has been bringing joy to handicapped children in the Clinton area with their annual Christmas Party. At this highly anticipated event Happy Joe's treats the children to a pizza party, a visit from Santa and gifts. The staff volunteers their time to serve the children. In addition to the \$3,000 of inkind donations given by the restaurant, the event raises approximately \$2,500 in donations to support local programs for handicapped children.

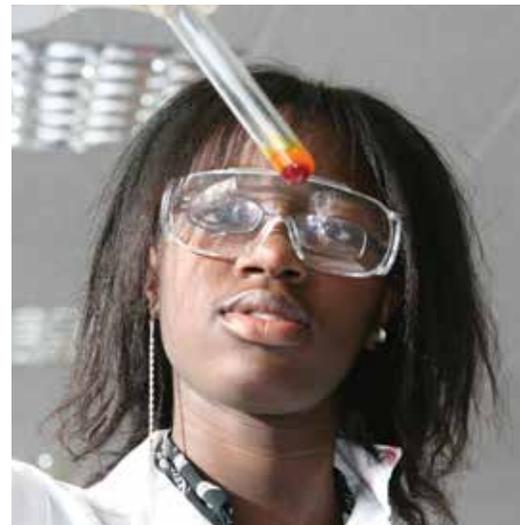


Large-Sized Business Winner

Prairie Meadows, Altoona
President/CEO Gary Palmer



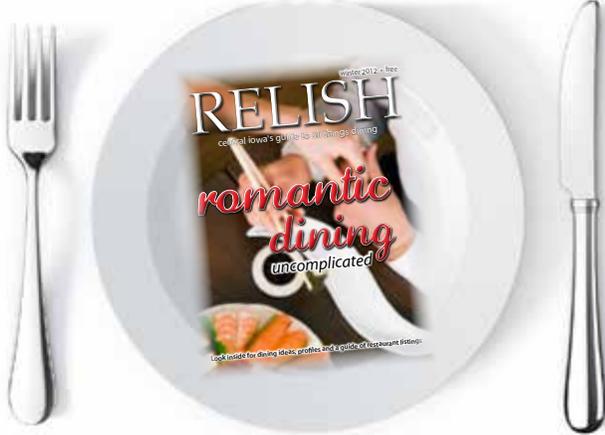
Prairie Meadows is one of the Greater Des Moines area's most charitable organizations. In 2011 alone, they made \$38 million in cash contributions to community projects. Of special note is their founding role in the establishment of the Luther and Willie Glanton Scholarship program which as created to honor a husband and wife who dedicated their lives to professional leadership and community service. He was the first black judge in Iowa; she was the first African American female assistant county attorney and the first African American person from Polk County to serve in the Iowa Legislature. The scholarship program helps provide greater access to medical and health sciences education for minority students at Des Moines University.



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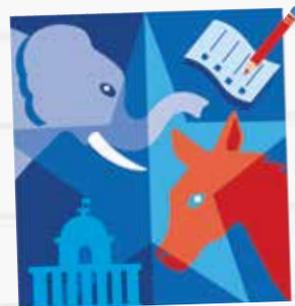
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2012 Election Notebook from the National Restaurant Association



Mallet Represents Restaurant Industry at National Conventions

National Restaurant Association Board Chair Rosalyn "Roz" Mallet was a visible presence for the restaurant industry meeting with delegates at both the Democratic and Republican national conventions. The NRA sponsored events at both conventions to create awareness of the restaurant industry and build relationships. In discussing the conventions, Mallet noted, "Restaurateurs need to make sure candidates understand the restaurant industry's issues and how their decisions affect us, as well as how restaurants affect the economy," Mallet said.



Presidential Election ...

The conventions provided both President Obama and Governor Romney the opportunity to make their case to the voters. Issues important to the restaurant industry like health care, immigration reform and small business taxes played heavily throughout both conventions. However, a clear frontrunner did not emerge.

House Races ...

There are 435 U.S. House races on the ballot. The U.S. House of Representatives is currently controlled by Republicans with a 241 – 191 majority. There are three vacant seats. To win control of the House, Democrats will need to pick up 27 seats. Redistricting has made a number of House seats competitive, but political pundits don't expect to see a wave of wins/losses for either party like we've seen in previous election cycles. Democrats remain cautiously optimistic. House Republicans, on the other hand, are predicting a gain of between four and eight seats.

Senate Races ...

The Democrats currently control the Senate with a margin of 53 – 47. Of the 33 U.S. Senate seats up for re-election this fall, 21 are held by Democrats, 10 by Republicans and 2 by Independents, who caucus with the Democrats. To gain the majority, Republicans will need to hold all 10 seats and win an additional 4. Several competitive races are taking place in presidential battleground states like Arizona, Florida, Indiana, Missouri, New Mexico, Ohio, Virginia and Wisconsin. Republicans are currently in the hunt to pick up anywhere between 2 to 5 seats, but these toss-up races will be closely contested until the end.

PAC Supports Pro-Industry Candidates...

The Restaurant PAC, the industry's voice in Washington, DC, continues to seek and support pro-restaurant, pro-business candidates for federal office in races across the country. To see the candidates the PAC has supported or to learn more about issues visit www.advocacy.restaurant.org.

Iowa Senate Up for Grabs in Statehouse Elections

With commercial property taxes still under review, outcome of state elections stand to have major impact on Iowa restaurants and bars

The national elections may be dominating the airwaves, but for Iowa restaurant and bar owners, the outcome of the 2012 statehouse elections may have as much, if not more, impact on their abilities to grow or simply sustain their businesses (both short and long term.)

Currently the Iowa House has 59 Republicans, 40 Democrats and one vacancy. The current makeup of the Iowa Senate is 26 Democrats and 24 Republicans. Conventional wisdom projects Republicans will maintain control of the Iowa House. However the fate of the Iowa Senate is very much in question.

Redistricting and No Party Voters

Redistricting, as well as the increasing number of Iowa voters who register as "independent," has created a highly competitive election cycle. As a result, the fate of the Iowa Senate will likely be determined by five too-close-to-call races.

Races to Watch!

District 26

Bartz vs. Wilhelm

Redistricting has placed two incumbents in the same district as result Republican Senator Merlin Bartz and Democratic Senator MaryJo Wilhelm will face one another on the ballot for the first time.

District 30

Danielson vs. Reisetter

Razor thin wins define both candidates in District 30. Incumbent Democratic Senator Jeff Danielson won by only 13 votes four years ago. His current challenger Republican Matt Reisetter ran for the Iowa House two years ago against incumbent Bob Kressig and lost by only 106 votes (with 10,000 cast.) Both candidates are well known and have strong followings.

District 38

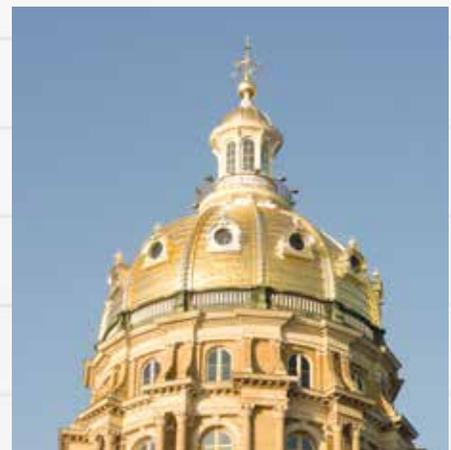
Kapuchian vs. Parbs

Incumbent Republican Senator Tim Kapuchian and Democrat Shelley Parbs both must reach beyond their base and vie for the 42% of voters in their district registered as independents.

District 46

Hamerlinck vs. Brase

Redistricting forced Republican incumbent Shawn Hamerlinck into a primary battle against another Republican incumbent Jim Hahn. Hamerlinck is now facing Democrat Chris Brase in a district where 42 percent of registered voters are independent.



District 48

Willems vs. Zumbach

Current State Representative Nate Willems gave up his House seat to run for this open Senate seat. He faces Republican Dan Zumbach.

Democrats must win two of these races, while Republicans need three of the five, to have an evenly split (25 to 25) Senate in the coming session.

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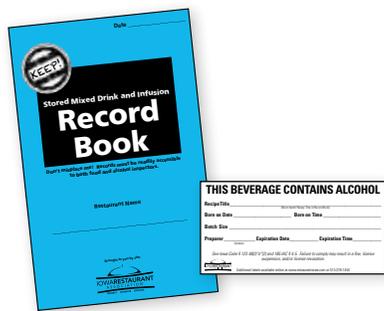
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Conference to Focus on Three-Tier System

On November 13-14, the Iowa Alcoholic Beverages Commission will host *Symposium 21: From Production to Consumption* at the Sioux City Convention Center. The conference will engage policy makers, industry professionals, local authorities and prevention experts in a discussion about the role and relevance of the three-tier system today. www.iowaabd.com.



Labels, Record Books and Templates for Infusion

Recently passed legislation allowing infusing of liquor includes a number of labeling and record keeping requirements. Downloadable templates are available on the Iowa Alcoholic Beverages Division website. However, the IRA has also created rolls of pre-printed labels as well as a record keeping book for purchase. Rolls of 100 labels are \$10. The Record Book is \$5. Both can be purchased on the IRA website or by calling the IRA office 515-276-1454. www.restaurantiowa.com.

New Guidance on Health Care Law Released

Recently released information from the federal government offers additional

guidance to restaurant owners on two pieces the new health care law. The first clarifies how to determine whether or not new and existing employees are considered “full time” and, thus, eligible for the health care coverage that many employers will be required to offer. The second addresses how to determine when the clock starts running on the 90-day waiting period before new, full-time employees must be offered health-care coverage under the new law. Both are available on the National Restaurant Association website at www.restaurant.org.

Beef Backer Award Call for Entries

The Beef Backer Award honors commercial and noncommercial foodservice operations that go the extra mile in menuing and marketing beef—from creative beef menu items to promotions, to waitstaff training and more. Winners receive a number of exclusive promotional opportunities as well as an all expense paid trip to the Cattle Industry Annual Convention & NCBA Trade Show. Submissions are due October 1st.



Trostel's Greenbriar Marks 25th Anniversary

Congratulations to long time IRA member Trostel's Greenbriar Restaurant & Bar in Johnston on its 25th anniversary. www.greenbriartrostels.com.

Johnson Brothers Acquires Distribution Rights of MJ Distributing

Johnson Brothers of Iowa has acquired the distribution rights of MJ Distributing. With the acquisition, Johnson Brothers will expand their fine wine portfolio as well as firmly establish themselves in the craft beer distribution market. Johnson Brothers is expanding their facility accommodate the new lines.

Oct. 30 Culinary Education Workshop will Focus on Aquaculture

Two thirds of all U.S. fish and seafood consumption is in restaurants. To educate restaurateurs and future chefs on ways to maintain profit margins without compromising fish quality or safety, the National Aquaculture Association and United Soybean Board will conduct a workshop on health, availability and other impacts of aquaculture. The workshop will take place October 30, 2012 at Des Moines Area Community College in Ankeny. For more information see www.thenaa.net.

Got News?

Send news about Iowa restaurants and taverns to:

Jessica Dunker,
Food & Beverage Iowa Business
Quarterly Editor/Publisher at
jdunker@restaurantiowa.com

Education and Networking events 2012



September

Sept 23

Celebrating Excellence
Industry Awards Ceremony
The Meadows at Prairie
Meadows, Altoona, IA
Call 515-276-1454

Sept 23

Dine Iowa Grand Tasting Gala
The Meadows Event Center at
Prairie Meadows
Altoona, IA
Cost is \$50 per person
Tickets: 515-276-1454 or
www.dineiowa.org

Sept 24

Breakfast Round Table with
National Restaurant
Association Chair
Des Moines, IA
Cost \$10 per person, please
RSVP to Cindy Jordan 515-276-1454
or cjordan@restaurantiowa.com

Sept 24

ServSafe Training Class
SWCC Tech Center Room 103
Creston, IA
Register: 641-202-1843

Don't Forget!
IRA members receive
a discount on all
ServSafe classes!

October

Oct 2

ServSafe Training Class
Delaware County Extension
Manchester, IA
Register: 563-927-4201

Oct 9

ServSafe Training Class
Iowa Restaurant Association
Office
Urbandale, IA
Register: 515-276-1454

Oct 9

ServSafe Training Class
Chickasaw County Extension
New Hampton, IA
Register: 563-927-4201

Oct 10

ServSafe Training Class
Johnson County Extension
Iowa City, IA
Register: 563-659-5125

Oct 10

ServSafe Training Class
Black Hawk County Extension
Waterloo, IA
Register: 319-234-6811

Oct 17

ServSafe Training Class
ISU Extension and Outreach
Office
Urbandale, IA
Register: 515-382-6551

Oct 30

Agriculture Workshop
Iowa Culinary Institute
DMACC Campus
Ankeny, IA
www.thenaa.net

November

Nov 13-14

Symposium 21: From
Production to Consumption
Iowa ABD
Sioux City Convention Center
Sioux City, IA
www.iowaabd.com

Nov 13

ServSafe Training Class
Iowa Restaurant Association
Office
Urbandale, IA
Register: 515-276-1454

December

Dec 11

ServSafe Training Class
Iowa Restaurant Association
Office
Urbandale, IA
Register: 515-276-1454

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Space Deadline: November 9, 2012
Materials Deadline: November 16, 2012



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 Des Moines, Iowa 50322

www.restaurantiowa.com

TOP 5 REASONS I WON'T GO TO THE FOOD SHOW. (AND WHY YOU SHOULD!)



- 5 MY TEAM IS PLAYING. I WANT TO SEE THE GAME!**
 From the comfort of your hotel room? Or can you say "Big Screen in the Bar"? Either way, you won't miss a play. Especially if you come Monday morning.
- 4 THE TRAVEL TIME IS TOO MUCH.**
 We start Sunday afternoon, so you can have a leisurely drive through the countryside. Take in the county roads, roll down the top and see Iowa like a tourist.
- 3 THERE IS NO ONE TO RUN MY BUSINESS WHILE I AM GONE.**
 You could always shut down for the day. OK, maybe not. How about trusting the help to step up and show you what they can do while you are out? You might find management material.
- 2 I HAVE NEVER BEEN TO A MARTIN BROS. SHOW.**
 Your loss, but easily correctable. Follow the crowd to the Five Sullivan Brothers Convention Center in Waterloo, and we will do the rest.
- 1 WHAT'S IN IT FOR ME?**
 New items, savings on current products, numerous educational seminars, networking with your peers and a day away from the grind.

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 MON OCT. 22 8:00 AM - 12:00 PM**

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